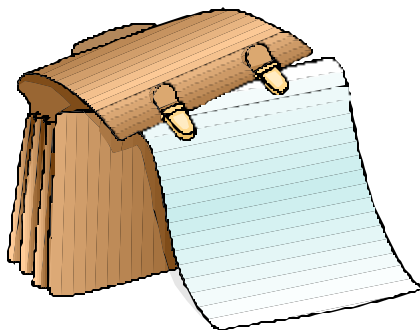


COVER LETTERS



Any time a resume is sent by mail, it must be accompanied by a cover letter. The cover letter is where you can personalize your resume. Just like resumes, cover letters need to be tailored for each specific situation. Write a different letter for each job you apply for.

The purpose of a cover letter is to:

- entice the employer to read your resume or application form
- match your qualifications to the job and/or employer
- describe how your job talents will benefit the company
- target your skills to a specific employer
- ask for a job interview

Formatting a Cover Letter

First Paragraph: State the reason you are writing. Name the specific position or type of work for which you're applying. Say how you learned of the opening.

Second Paragraph: Explain why you are interested in working for this employer and specify how you are PERFECT for this position. Do not repeat the information on your resume. Include something special or unique about yourself that would benefit the employer. Remember, the reader will consider this an example of your writing skills.

Third Paragraph: Say that your resume is enclosed and ask for an interview. Include day and evening contact information. Be sure to communicate your plan to follow up. You might state that you will be in the area on a certain date and would like to set up a meeting, or you will call on a certain date to set up a meeting. *Never leave it up to the employer to get in touch with you.* Finally, thank the employer for her/his time.

Cover Letter Tips

- Address each letter to the specific person who would actually supervise you. To do this, you may have to do some calling and questioning. If you are responding to a “blind ad” and cannot find the name of the company, send the letter to the title of the appropriate hiring manager (Production Manager, Office Manager, etc.) Never use the term, “To Whom it May Concern.” Do your research and get the appropriate name, or at least the title.
- Keep your letter short and to the point—never more than one page.
- Use quality 8 ½ x11" paper—if possible, the same paper you use for your resume. Be sure to use proper sentence structure, spelling and punctuation.
- Structure the letter to reflect your individuality, but don't appear too familiar, overbearing, or cute.
- Sign the letter in blue or black ink; never use any other color.

For more information on cover letters:

<http://content.monster.com/resume/samples/coverletters/>

<http://www.careerlab.com/letters/intro14.htm>